

COMPLETE LISTING OF THE CLAIMS WITH AMENDMENTS SHOWN

Claim 1 (currently amended): A ~~method-system~~ for offering incentives related to purchase transactions of ~~media-products~~ or services over a communications network, said system including a vendor computer and a consumer communication device, and said vendor computer being programmed to perform ~~method comprising the steps of:~~

selecting a sponsor message to be associated with a ~~media-for-sale~~ product or a for-sale service provided by a vendor, said sponsor message being selected from a plurality of sponsor messages, wherein each sponsor message includes an advertisement provided by a sponsor, said advertisement being directed to a ~~product or service by the sponsor other than the media product or service associated with the sponsor message~~ another product or another service unrelated to said for-sale product or for-sale service provided by the vendor, wherein said step of selecting includes verifying that the total number of times which the sponsor message has been previously presented is less than a number of predetermined transaction cycles contracted by the sponsor of the sponsor message;

offering for sale to a consumer the ~~media-for-sale~~ product or for-sale service ~~for sale~~, wherein said offer for sale is ~~made~~ communicated to the consumer via the consumer communication device over a communications network;

offering to said consumer an incentive related to the purchase of said ~~media-for-sale~~ product or for-sale service on the precondition that the consumer agrees to first receive or interact with ~~the advertisement~~, wherein said offer of incentive is communicated to the consumer via the consumer communication device over a communications network;

in response to receiving an acceptance of said offer from the consumer communication device via the communications network, ~~presenting~~ delivering the selected sponsor message to the consumer via the communication device over the communications network;

if the sponsor message is an interactive message, presenting at least one query to the consumer via the consumer communication device;

providing the offered incentive to the consumer; and

recording the ~~presentation~~ delivery of the sponsor message to an activity log, said step of recording including updating the number of times the sponsor message has been presented.

Claim 2 (canceled)

Claim 3 (currently amended): The ~~system~~ method according to claim 1, wherein said incentive includes a discount on the purchase of said ~~media~~ for-sale product or for-sale service.

Claim 4 (currently amended): The ~~system~~ method according to claim 1, wherein said incentive includes paying for shipping charges related to the purchase of said for sale product or for sale service.

Claim 5 (currently amended): The ~~system~~ method according to claim 1, wherein said incentive is providing the ~~media~~ for-sale product or for-sale service to the consumer free of charge.

Claim 6 (currently amended): The system~~method~~ according to claim 1, wherein said incentive includes providing information to said consumer.

Claims 7-8 (canceled)

Claim 9 (currently amended): The system~~method~~ according to claim 1, wherein said incentive includes in-store coupons.

Claim 10 (currently amended): The system~~method~~ according to claim 1, wherein said selected sponsor message is a multimedia presentation.

Claim 11 (currently amended): The system~~method~~ according to claim 1, wherein said selected sponsor message is one of an interactive survey, an audio message, a visual display, and an Internet website.

Claims 12-16 (canceled)

Claim 17 (currently amended): The system~~method~~ according to claim 1, further comprising the step of requesting said consumer to provide identification information.

Claim 18 (currently amended): The ~~system~~method according to claim 17, wherein said identification information includes one of said consumer's e-mail address, address information, gender, and age.

Claims 19-23 (canceled)

Claim 24 (currently amended): The ~~method~~system according to claim 1, ~~further comprising the step of providing the alternative option to the consumer of making payment to the content provider of the media product wherein the consumer communication device is a~~
computer.

Claim 25 (currently amended): The ~~system~~method according to claim 1, wherein said ~~media-for-sale product or said for-sale service is obtained is downloadable from the Internet by~~
the consumer via the consumer communication device.

Claim 26 (currently amended): The ~~system~~method according to claim 1, wherein said communications network is one of the Internet, television cable network, telephone network, ~~or~~
and satellite network.

Claim 27-55 (canceled)

Claim 56 (currently amended): The ~~system~~method according to claim 1, said method further comprising receiving a payment confirmation from the sponsor of the sponsor message presented to the consumer.